

APRIL 2013

EDINA
RESIDENTIAL SURVEY

76. During the past year, have you contacted by telephone or in person any Edina City staff member on city business?
- | | |
|-------------------------|-----|
| YES..... | 40% |
| NO..... | 60% |
| DON'T KNOW/REFUSED..... | 0% |

IF "YES," ASK: (n=159)

77. On your last contact with City staff, which department did you reach -- Police, Fire, Utility Billing, Planning, Building Inspections, Public Works, Engineering, Parks and Recreation, Assessing, Communications and Technology Services, Health, the Information Desk, or Administration?
- | | |
|-------------------------|-----|
| POLICE..... | 14% |
| FIRE..... | 1% |
| UTILITY BILLING..... | 8% |
| PLANNING..... | 10% |
| BUILDING INSPECTIONS.. | 10% |
| PUBLIC WORKS..... | 21% |
| ENGINEERING..... | 1% |
| PARKS AND RECREATION.. | 13% |
| ASSESSING..... | 1% |
| COMMUNICATIONS/TECH... | 1% |
| HEALTH..... | 2% |
| INFORMATION DESK..... | 12% |
| ADMINISTRATION..... | 6% |
| DON'T KNOW/REFUSED..... | 1% |

Thinking about that last contact, for each of the following characteristics, please rate the Edina City staff as excellent, good, only fair, or poor....

- | | EXC | GOO | FAI | POO | DKR |
|--|-----|-----|-----|-----|-----|
| 78. Waiting time for service? | 30% | 62% | 8% | 1% | 0% |
| 79. Ease of reaching a department staff member who could help you? | 37% | 55% | 5% | 3% | 1% |
| 80. Efficiency of the department staff? | 35% | 54% | 9% | 3% | 0% |
| 81. Courtesy of the department staff? | 46% | 49% | 4% | 1% | 0% |

Let's talk about park and recreation opportunities in Edina....

82. How would you rate park and recreation facilities in Edina -- excellent, good, only fair, or poor?
- | | |
|-------------------------|-----|
| EXCELLENT..... | 47% |
| GOOD..... | 52% |
| ONLY FAIR..... | 1% |
| POOR..... | 0% |
| DON'T KNOW/REFUSED..... | 0% |

83. How would you rate the maintenance and upkeep of park and recreation facilities in the city -- excellent, good, only fair, or poor?

EXCELLENT.....	36%
GOOD.....	62%
ONLY FAIR.....	2%
POOR.....	0%
DON'T KNOW/REFUSED....	0%

IF "ONLY FAIR" OR "POOR," ASK: (n=10)

84. What facilities would you rate as (only fair/poor)?

BRAEMAR ICE ARENA, 10%; PARKS, 70%; FRED RICHARDS, 10%; ATHLETIC FIELDS, 10%.

I will now read you a short list of park and recreational opportunities within the City. First, for each one, please tell me if you or members of your household have used it during the past year. Then, for those you have used, please rate it as excellent, good, only fair, or poor....

	NOT	EXC	GOO	FAI	POR	DKR
85. Trails?	21%	38%	38%	2%	1%	0%
86. Neighborhood parks?	17%	44%	38%	2%	0%	0%
87. Larger community athletic fields?	52%	20%	27%	1%	0%	1%
88. Edinborough park?	53%	20%	24%	2%	1%	1%
89. Centennial Lakes park?	36%	42%	22%	0%	0%	1%
90. The Aquatic Center?	62%	18%	17%	1%	1%	1%
91. The Senior Center?	67%	21%	12%	0%	0%	1%
92. The ice arena, Braemar Arena?	68%	13%	15%	2%	1%	2%
93. The Edina Art Center?	55%	22%	22%	1%	0%	1%
94. Braemar Golf Course?	58%	24%	16%	0%	0%	2%
95. Fred Richards Executive Golf Course?	76%	10%	12%	1%	0%	1%

IF "ONLY FAIR" OR "POOR" IN ANY QUESTION #85-#95, ASK: (n=44)

96. Could you tell me why you rated _____ as (only fair/poor)?

UNSURE, 5%; NOT MAINTAINED WELL ENOUGH, 41%; AGING, 20%; NEED MORE TRAILS, 23%; JUVENILE CRIME IN PARKS, 5%; SCATTERED, 7%.

Edina's Vision Statement is making Edina the preeminent place for living, learning, raising families and doing business. I would like to read you the list of park and recreation facilities again. This time, I would like you to think ONLY of the building or facility, not the programs offered there, and tell me if the building or facility very strongly represents Edina's Vision

Statement, somewhat strongly represents it, not too strongly represents it or doesn't represent the Vision Statement at all. If you have no opinion, please tell me....

	STR	SMR	NTR	NAA	DKR
97. Braemar Arena?	28%	43%	19%	2%	9%
98. Braemar Clubhouse?	39%	38%	11%	1%	12%
99. Braemar Golf Course?	54%	32%	5%	0%	9%
100. Edina Aquatic Center?	33%	40%	17%	2%	9%
101. Centennial Lakes Park?	50%	34%	10%	3%	4%
102. Edina Art Center	40%	37%	12%	2%	10%
103. Edina Senior Center?	30%	29%	16%	7%	18%
104. Edinborough Park?	25%	38%	19%	7%	12%
105. Fred Richards Executive Golf Course?	24%	32%	21%	6%	17%
106. Arneson Acres Park?	18%	39%	23%	5%	16%
107. In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?	YES.....	97%			
	NO	2%			
	DON'T KNOW/REFUSED.....	1%			

IF "NO," ASK: (n=8)

108. What additional recreational facilities would you like to see the City offer its residents?

UNSURE, 13%; SPORTS DOME, 50%; MORE ATHLETIC FIELDS, 13%; MORE PICNIC AREAS, 25%.

The City has been considering several outdoor park improvements. I would like to read you a list of such improvements. For each one, please tell me if you would strongly support it, somewhat support, somewhat oppose, or strongly oppose it. If you have no opinion, just say so.... (ROTATE)

	STS	SMS	SMO	STO	DKR
109. Volleyball courts?	22%	32%	31%	12%	3%
110. Badminton courts?	16%	28%	33%	20%	3%
111. Pickleball courts?	12%	24%	33%	23%	8%
112. Basketball courts?	26%	29%	27%	17%	2%
113. Horseshoe pits?	24%	36%	25%	14%	2%
114. Chess boards?	21%	33%	24%	19%	3%
115. Community gardens?	43%	32%	14%	11%	1%
116. Disk golf?	14%	27%	33%	21%	6%
117. Barbeque and picnic areas?	33%	41%	16%	9%	1%

	STS	SMS	SMO	STO	DKR
118. Picnic shelters?	38%	41%	14%	7%	0%
119. Dog parks?	20%	33%	25%	19%	3%
120. Splash pads?	20%	33%	25%	17%	6%
121. Wi-fi internet access?	15%	26%	24%	30%	5%

122. Do you or members of your household currently leave the city for park and recreation facilities or activities not offered in Edina? (IF "YES," ASK:) What would that be?

NO, 84%; SWIMMING, 2%; LAKES/BOATING, 8%; TRAILS, 2%; SCATTERED, 4%.

The City has also been considering several new or improved park facilities. I would like to read you a list of such improvements. For each one, please tell me if you would strongly support it, somewhat support, somewhat oppose, or strongly oppose it. If you have no opinion, just say so.... (ROTATE)

	STS	SMS	SMO	STO	DKR
123. Construction of new Art Center?	15%	30%	31%	21%	3%
124. Construction of a new Sports Dome?	23%	26%	25%	22%	5%
125. Improvements at the Braemer Golf Course, including the clubhouse and driving range?	9%	23%	31%	31%	6%
126. Construction of new community Performing arts Center?	9%	30%	33%	23%	5%
127. Construction of a new Community Center?	14%	29%	34%	21%	3%
128. Renovation of athletic fields?	10%	25%	32%	30%	3%

IF "STRONGLY SUPPORT" OR "SUPPORT," ASK: (n=315)

These facility improvements could require the use of property taxes....

129. How much would you be willing to see your property taxes increase to fund these improvements? Would you be willing to see your monthly property taxes increase by \$_____? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE)	NOTHING.....13%
	\$2.00.....15%
	\$4.00.....24%
	\$6.00.....20%
	\$8.00.....12%
	\$10.00.....6%
	\$12.00.....9%
	DON'T KNOW.....1%
How about \$_____ per month?	REFUSED.....0%

Turning to recreation programming....

130. Have you or members of your household participated in any City-sponsored park and recreation programs, apart from the private athletic associations in the city?

YES.....	35%
NO.....	65%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=139)

131. How would you rate your experience -- excellent, good, only fair, or poor?

EXCELLENT.....	37%
GOOD.....	62%
ONLY FAIR.....	1%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

IF "ONLY FAIR" OR "POOR," ASK: (n=1)

132. Could you tell me why you rated it as (only fair/poor)?

POOR OFFICIATING, 100%.

133. Does the current mix of City park and recreation programming meet the needs of your household?

YES.....	99%
NO.....	1%
DON'T KNOW/REFUSED.....	0%

IF "NO," ASK: (n=2)

134. What program(s) do you feel are lacking?

INDOOR SPORTS LEAGUES, 100%.

135. How much of an role should the City place on health and wellness when making policy decisions - should it have a very significant role, somewhat significant, not too significant, not at all significant, or no role at all?

VERY SIGNIFICANT.....	20%
SOMEWHAT SIGNIFICANT..	49%
NOT TOO SIGNIFICANT...	20%
NOT AT ALL SIGNIFICANT..	9%
DON'T KNOW/REFUSED.....	2%

Turning to the issue of public safety in the community....

I would like to read you a list of public issues.